

**WORKSHOP
REPORT-3**

NATIONAL WORKSHOP ON THE ROLE OF COMMUNICATION FOR HEALTH AND FAMILY WELFARE PROGRAMME



आरोग्यम् सुखसम्पदा

राष्ट्रीय स्वास्थ्य एवं परिवार कल्याण संस्थान, नई दिल्ली
**NATIONAL INSTITUTE OF HEALTH AND FAMILY WELFARE,
NEW DELHI**

15238
CLIC
SOPHEA

SOCHARA

Community Health

Library and Information Centre (CLIC)

Community Health Cell

85/2, 1st Main, Maruthi Nagar,
Madiwala, Bengaluru - 560 068.

Tel : 080 - 25531518

email : clic@sochara.org / chc@sochara.org

www.sochara.org

NATIONAL WORKSHOP ON
THE ROLE OF COMMUNICATION FOR HEALTH AND
FAMILY WELFARE PROGRAMME IN INDIA

(August 10-20, 1981)

Organised by

NATIONAL INSTITUTE OF HEALTH AND FAMILY WELFARE
NEW DELHI

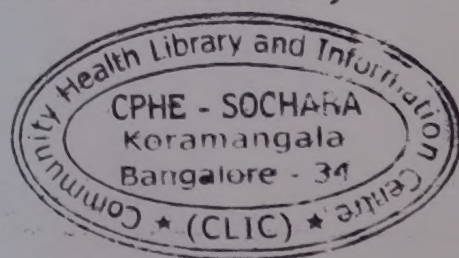
September 1981



© 1984, by the NIHFW, New Delhi

The views expressed in this publication are those of participants and do not necessarily represent the decisions or the stated policy of the National Institute of Health and Family Welfare, New Delhi.

Printed and published by Department of Communication
at the Reprography Unit of NIHFW, New Delhi-110067,
India. First Edition, 1984/3,000.



PH-100 N81
15238

C O N T E N T S

INTRODUCTION	7
WORKSHOP OBJECTIVES	8
WORKSHOP PARTICIPANTS	8
METHODOLOGY	9
INAUGURAL SESSION	10
WORKSHOP DELIBERATIONS	11
POST WORKSHOP EXERCISES	13
OBSERVATIONS AND RECOMMENDATIONS	13
ANALYSIS OF KEY RECOMMENDATIONS AND SUGGESTED PLANNING	14
COMMUNICATION PLANNING	14
PROFESSIONAL STATUS OF COMMUNICATION STAFF	16
INFRASTRUCTURE OF COMMUNICATION	17
MANAGEMENT INFORMATION SYSTEM, MONITORING AND COMMUNICATION RESEARCH	18
MASS MEDIA ACTIVITIES	20
A.V. AIDS	21
EXTENSION EDUCATION ACTIVITIES	21
COMMUNICATION TRAINING ACTIVITIES	22
NATIONAL ADVISORY BOARD ON COMMUNICATION	29

ANNEXURES

Annexure I	- Workshop Programme	30
Annexure II	- List of Participants	35
Annexure III	- Group Reports	41
Annexure IV	- Teams for Survey of Communication Activities	43

PREFACE

The importance of Communication for effectively achieving goals of the National Health and Family Welfare Programme can hardly be overemphasised in modern times. Bringing the desired change in the attitudes of the masses through communication and education becomes imperative if we are to keep pace with the changing needs.

During the last three decades, a variety of communication approaches have been applied for the implementation of the National Health and Family Welfare Programmes. There is an urgent need for complete revamping and revitalization of these efforts. It was strongly felt to evolve a new communication strategy in tune with the contemporary needs.

Taking note of the contributions of communication inputs for the success made so far in the Health and Family Welfare Programmes, the Ministry of Health and Family Welfare, entrusted the responsibility for holding a National Workshop on the Role of Communication for Health and Family Welfare Programme in India to NIHFV. The main objectives of the workshop were to review the communication activities suggest improvement in planning and monitoring of activities and identify future training as well as research requirements for the programme.

Participants for the workshop were drawn from all over the country. They represented a cross-section of the communication personnel, from the grassroot level to the State MEM Officers, actively involved in the National Health and Family Welfare Programme.

It is hoped that the observations and recommendations of the workshop will be useful for all concerned.

Somnath Roy
Director

INTRODUCTION

Effective communication facilitates developmental activities. For securing people's participation and involvement, health and family welfare programmes are critically dependent on communication. The recent statements of the Prime Minister in public forums and the stress laid on communication in the Sixth Five Year Plan document underline the importance of communication for achieving programme goals in the field of health and family welfare.

Taking note of the importance of communication inputs for the success of the Health and Family Welfare Programme, the National Institute of Health and Family Welfare (NIHFW) included the holding of a National Workshop on the Role of Communication in its calendar of activities for the year 1981-82. According to its approval to the calendar of activities, the Governing Body of the Institute at its meeting in June 1981 endorsed the importance of organising workshops/courses on communication by the Institute. The proposed Workshop on the Role of Communication for Health and Family Welfare Programme, which was held from 10-14 August, 1981 at the Institute. About 60 persons drawn from all over the country and representing a cross section of government communication personnel working for the health and family welfare programme participated. The deliberations were restricted to programme activities of government functionaries.

Initially, the dates fixed for the workshop were July 25-31, 1981 and the Ministry of Health and Family Welfare sent out invitation to the State Governments and other organisations to nominate participants from among various categories of communication functionaries from grassroot level BEE workers to State MEM officers. The workshop was subsequently scheduled for August due to logistic reasons. It was planned for five working days from August 10-14, 1981.

As a follow up, post-workshop exercises to examine in depth the training infrastructure in relation to communication and training needs of communication personnel were held from August 17-20, 1981.

WORKSHOP OBJECTIVES

The overall aim of the workshop was to review the communication activities, identify future needs, communication goals, planning and monitoring of communication activities, training and research requirements and suggest corrective measures. Keeping these in view, the Planning Group identified the objectives of the workshop as under:

- i. To take stock of communication programme and to identify its characteristics and nature.
- ii. To identify the strength as well as weaknesses in communication activities.
- iii. To suggest modifications in the infrastructure and management aspects of communication activities.
- iv. To assess training needs for workers at various levels and to evolve a comprehensive training strategy for motivational approaches and suggest ways of developing training capabilities at different levels.
- v. To identify communication media needs and suggest ways and means for the production of communication support materials that are required at various levels.

WORKSHOP PARTICIPANTS

About 60 persons deputed by various State Governments, Central Media Units, CTIs, NIHFV and HFVTCs registered themselves for the workshop. Among them were eminent representatives, five from the University of Hawaii; (1) Dr. Michael O'Byrne, Associate Professor, (2) Ms Susan Anderson, (3) Dr. James A. Palmore, Professor of Sociology (4) Mr. Jim Herm and (5) Dr. Soturo, and two others, (6) Dr. Lertlak S. Burusphat, UNDP/DTCP, Bangkok, and (7) Mr. G.F. Salkeld, UNFPA/UNDP, New Delhi, all as observers and resource persons. The participants broadly consisted of Block Extension Educators, DEMOs/Dy.DEMOs; State MEM officers, Faculty members of CTIs, Faculty members of HFVTCs, State Health Officers/Medical Officers, Media Experts from AIR etc. and participants from NIHFV. The list of participants is given at Annexure III.

METHODOLOGY

It was planned that the issues raised in the working status paper would be brought into sharper focus topicwise by the Chief Discussants in the workshop plenary sessions followed by the intensive discussion by the participants in group sessions. The programme envisaged that while the Chief Discussants would focus on certain crucial issues on given topics, a general discussion by the participants would follow in the group session.

The workshop methodology, therefore, took care of the need to promote intensive discussion by the participants and thereby elicit maximum contribution from them in the workshop.

The technical sessions of the workshop began on the opening day with an Overview of the Communication Programme in Health and Family Welfare, followed by the presentation of the observations contained in the working status paper entitled 'Communication in Health and Family Welfare Programme in India: Some Observations'. The working paper threw up issues for discussion in the following areas:

1. Communication Programme Planning.
2. Infrastructure and Organisation.
3. Implementation and Management of Communication Activities.
4. Mass Communication Activities.
5. Extension Education Activities.
6. Training Needs in Communication.

Considering the constraint of time, these areas were regrouped into four major topics, namely:

- Topic I - Communication Needs and Planning of Strategies.
- Topic II - Infrastructure, Management and Monitoring of Communication Programme.
- Topic III - Communication Training and Manpower Needs at Various Levels.

Topic IV - Extension Education and Requirement of the Mass and Audio-Visual Media.

Initially, issues related to all these four topics were presented in separate plenary sessions by the Chief Discussants. Therefore, participants were divided into four groups; two groups discussing one topic at a time and the other two groups simultaneously discussing the other topic on single day. The same pattern was followed for discussing the other two topics the next day. The composition of the groups remained the same, except for the Chairmen and Rapporteurs from amongst the participants. The Rapporteurs representing the NIHFV remained unchanged in a group session. Based on the discussions held during the day, the Chairmen, Rapporteurs and resource persons drafted the combined reports containing group observations and recommendations of the groups later in the day on each of the above four topics. Reports of the groups on all the four topics were presented in four plenary sessions held separately throughout the day on the penultimate day of the workshop, which enabled all the participants to discuss the four topics freely and frankly. These reports were finalised in the light of the observations made in the plenary sessions and circulated and adopted on the concluding day of the workshop.

INAUGURAL SESSION

Shri B. Shankaranand, Union Minister of Health and Family Welfare, inaugurated the workshop on 10 August, 1981, at an impressive function in the presence of a distinguished gathering. Among those present were Shri V.N. Kakar, and Shri N. Bhaskar Rao members of the Governing Body of the Institute, Shri S.S. Sidhu, Union Health Secretary, Smt. S. Grewal, Additional Secretary-cum-Commissioner(FW), Dr.I.D. Bajaj, DGHS, Shri R. Natarajan, Joint Secretary, and other senior officials of the Government and non-governmental organisations.

Prof. Somnath Roy, Director, National Institute of Health and Family Welfare, welcomed to the Hon'ble Minister, guests and participants and others present on the occasion. In his opening remarks, Prof. Roy pointed out that the challenges before the Health and Family Welfare Programme were to overcome the many barriers that made it difficult to disseminate meaningful messages and motivate the masses to utilise the knowledge in their day to day practice. For proper awareness, education and information aimed at inducing

favourable changes in attitude and behaviour, communication in its various forms had to play an important purposeful and effective role. In this context, the workshop would review the existing status of communication programme, identify common problems, and suggest measures for strengthening the communication strategy for the health and family welfare programme, he added.

In his inaugural address, Shri B. Shankaranand said that the family planning programme had found its rightful place in the overall development strategy of the country. The credibility of the programme had been restored, and a general consensus had emerged in the country with a welcome awareness that no progress could be enduring unless we succeeded in limiting our population and providing better health care for our people. He felt that the holding of the workshop was timely and called upon communicators to assist and make the family welfare programme a people's programme.

Shri S.S. Sidhu, Union Health Secretary, said that every functionary in the Health and Family Welfare Programme should consider himself or herself as a communicator. He appreciated at the holding of the workshop by the Institute and commented that every idea thrown up in the workshop should be dissected and discussed to evolve a realistic communication strategy.

Smt. Serla Grewal was of the view that communication inputs for the health and family welfare programme needed to be strengthened. The family welfare programme should slowly be imbedded into the thought process of the people. She wished workshop success.

The inaugural function was well covered by various media, such as leading newspapers, All India Radio, and Doordarshan. The Films Division of the Government of India included excerpts in their regular Indian News Review series for screening purposes in cinema halls all over the country.

WORKSHOP DELIBERATIONS

Following the inaugural session, the participants were explained the genesis, background, objectives and methodology, in the first plenary session by Shri V.R.Naik. The participants were also divided into four groups (A, B, C and D) each consisting of about twelve persons. An evaluation committee consisting of the participants and

the evaluation expertise from the Institute was also formed.

The workshop programme envisaged several plenary and group work sessions. The Chairman, Rapporteurs and resource persons of these sessions are appended in the Group Reports.

The workshop started the Technical Sessions in the afternoon on of the opening day with the Plenary Session II. Shri V.N. Kakar presented an Overview of the Communication in Health and Family Welfare Programme, and Shri V.R.Naik the status paper on "Communication Activities in Health and Family Welfare Programme: Some Observations".

Next day, on 11 August, 1981, Topic I - Communication Needs and Planning of Strategies, and Topic II - Infrastructure, Management and Monitoring of Communication Programme; were introduced by Dr. D.C. Dubey and Dr. P.P. Talwar as Chief Discussants in Plenary Session III and IV. Groups A and B discussed topic I and groups C and D discussed topic II. The recommendations of the groups were worked out by the Chairmen and rapporteurs and resource persons of the groups same day in the evening.

On the third day, Topic III - Communication Training and Manpower Needs at Various Levels, and Topic IV - Extension Education and Requirements of Mass and Audio-visual Media, were presented by Shri D.H. Nath and Shri V.R. Naik respectively. The groups followed the same pattern and discussed these two topics for the whole day.

Later the Chairmen/ rapporteurs and resource persons framed groups recommendations. On the fourth day the recommendations of the groups on all the four topics were presented by their respective rapporteurs in four separate plenary sessions held for the whole day. In the light of the comments and suggestions the recommendations were finalised by the Chairman, rapporteurs and resource persons of the respective groups subsequently. The concluding session was held on the fifth day. Lieut. Col. B.L. Raina delivered the valedictory address. Dr. M.D. Saigal, D.D.G.(RHS), was in the chair.

In the conduct of the workshop, the Institute had the benefit of rich expertise of eminent persons such as Prof.S. Banerjee of the Indian Institute of Mass Communication; Dr. P.N. Mathur, Head, Agriculture Extension, Indian Agriculture Research Institute; Shri V.N. Kakar, formerly Chief

(Media), Ministry of Health and Family Welfare; Shri N. Bhaskar Rao, Director, Operation Research Group, New Delhi; Shri I. Mohan Rao, Chief (Media), Ministry of Health and Family Welfare and guest faculty of the University of Hawaii, representatives of the UNDP/DTCP, Bangkok and UNFPA/UNDP, New Delhi, who acted as Chairmen and resource persons for various groups as well as plenary sessions.

POST WORKSHOP EXERCISES

It was felt that the area of training needs of various communication personnel and an examination of the training infrastructure in relation to communication required an indepth consideration. As a follow up of the workshop, exercises were undertaken for four days during August 17-20, 1981. For this purpose, a few participants representing block, district, State and the teaching faculty of CTIs, HFWTCs were retained, and they along with the faculty members of the Institute and experts from the University of Hawaii, DTCP, Bangkok, UNFPA/UNDP, New Delhi interacted during this -period to deliberate further on two topics. Due to limitations of time, only the following two topics could be discussed.

1. Training infrastructure in relation to communication.
2. Training needs of BEEs.

For strengthening the communication programme, the BEE category was chosen in view of the crucial importance of this functionary in the field. The exercise on identifying training needs of BEE category, in itself, was an educational experience of great value to the participants and served as a model for carrying out similar exercises on job analysis and development of curricula for other categories of communication workers.

OBSERVATIONS AND RECOMMENDATIONS

The recommendations on the four topics discussed in the workshop (August 10-14, 1981) and the two topics which received indepth consideration as part of the post workshop exercises (August 17-20, 1981) are appended at Annexure IV.

Based on the discussions at the meeting of the workshop Planning Group and outside it, observations mentioned in the status paper, and the benefits derived from workshop deliberations and recommendations, the Institute has identified

key issues that are of immediate concern.

The Institute has outlined these key recommendations and worked out suggested actions on the following areas:

- I. Communication Planning
- II. Professional Status of Communication Staff
- III. Infrastructure
- IV. Management Information System, Monitoring and Communication Research
- V. Mass Media Activities
- VI. Audio-visual Aids
- VII. Extension Education Activities
- VIII. Training for Communication

These are dealt with in the sections that follow.

ANALYSIS OF KEY RECOMMENDATIONS AND SUGGESTED ACTIONS

COMMUNICATION PLANNING

Observations

There is urgent need to decentralise communication planning to make it more realistic. A systematic process of communication planning is to be devised immediately at all levels by involving district and block level functionaries and with the participation of representatives of the community. The focus of communication plans should be on differential communication needs of specific target groups taking due account of their respective socio-cultural background. The goals of communication should be to create awareness towards advantages of small family norm and preventive promotive health care. Communication efforts should generate demand for services and not subserve to achieve family planning targets alone.

Since realisation regarding small family norm will ultimately come out of better health conditions, more

emphasis should be given on health education. Communication needs of various health programmes should therefore, be identified and these should be included in the action plans.

While developing communication plans, social welfare and development departments/agencies as well as other non-government experts on extension education, rural development, community work etc. should be involved at all levels.

There is urgent need to train staff on planning of communication programmes and to assess the impact of communication activities.

Suggested Actions

1. Separate communication plans should be developed at each block and district in consultation with government and non-government agencies, with emphasis on inter-sectoral planning. The execution of these plans may be with local bodies such as Zila Parishads, wherever these are actively functioning to secure peoples participation.
2. These plans should be discussed at the State level so as to evolve a plan of action for the State.
3. The scope and membership of Media Coordination Boards should be enlarged to include other welfare departments/agencies and non-government communication experts in the State.
4. Political support to the health and family welfare programme is an essential prerequisite to its success. This aspect needs to be examined and such support augmented particularly at the district level.
5. At the block level, a detailed community profile be developed immediately.
6. Only on the basis of communication plans of each district, should the targets be set and funds allocated.
7. While developing communication plans, the rural poor and landless labour, who form a big chunk of the population, should receive priority attention. The plans should provide for more motivational activities to be carried out to meet the special information needs of this segment of society. Additional funds should be allocated in the plans for the purpose.

PROFESSIONAL STATUS OF COMMUNICATION STAFF

Observations

There is need to establish a proper line of control, professional identity, and avenues of promotions for the communication functionaries at all levels to infuse in them a sense of belonging and pride of profession by communicators.

Suggested Actions

1. Communication staff at various levels should be given identical nomenclature/designation, namely, Communication Officers.
2. There should be a unified cadre of communication staff at all levels. The technical media posts, i.e., A.V. Officer, Exhibition Officer, Editor, Artists should also be included in this cadre.
3. Communication Officers should be ranked next to Medical/Health Officers in the hierarchy at the respective levels.
4. The technical authority of the communication staff should be well defined so that junior functionaries working under them remain answerable. The Health Worker and the Health Supervisor should be clearly made answerable to Block and District Communication Officers in respect of communication work.
5. The annual confidential reports of communication staff should be referred to their senior communication officers so that their comments and remarks on the performance and technical aspects of work are also recorded.
6. The post of Chief (Media) and other communication specialist positions at the Central level should be made open for State level communication officers.
7. Certain amount of funds in the nature of imprest money should be allocated at district and block levels to carry out communication activities with adequate financial autonomy to incur expenditure.
8. Efficient and result oriented workers should be identified and suitably rewarded. Communication super-

visors should be instructed to assess their work from time to time.

9. A system of State awards for good work done should be instituted for communication staff on the basis of objective assessment by the State MEIO to promote healthy competition among them, on the lines of the Railway or the Defence Ministry award for the best worker.

10. The use of communication staff for non-MEM work should be strongly discouraged.

INFRASTRUCTURE OF COMMUNICATION

Observations

In each State, health education and family welfare education activities should be carried out by one single agency.

The present workload of communication activities is voluminous, and is further to be expanded in many areas. Therefore, the present communication set up needs to be expanded at regional district levels. A number of Dy. DEMO posts are vacant due to shortage of female professionals. Because of vacant technical posts, media production work falls short of requirements.

Film and A.V. equipment need constant repairs for providing wide coverage. The Art Unit requires strengthening.

Population education activities should be carried out more vigorously, particularly for out of school youths.

Suggested Actions

1. The posts of Dy. DEMOs (female), wherever vacant, should be filled by male workers immediately.
2. The technical media positions at State and district levels should similarly be filled urgently.
3. The State level position of Artist should be upgraded, preferably as a visualiser.
4. At least two senior A.V. technicians may be provided under the State A.V. Officer and a system for quick repair

and maintenance established in each State to strengthen State level workshop arrangements.

5. In all States, Health Education Bureaux should be merged with Family Welfare Education Bureaux for all activities.

6. One more post of Block Extension Educator should be created, corresponding to the increase in volume of work at Block level.

7. For effective supervision and management of communication activities, one additional post of Dy.DEMO should be provided for every group of four PHCs. Similarly, one additional post of Dy. State MEIO be provided for a group of 4-5 districts. At regional levels, the posts of Dy. Chief (Media) to assist Chief (Media) should be created.

8. A post of Population Education Officer at the State level should be created.

9. The State MEIO should be provided with additional administrative staff, and strengthened with personnel like Media Assistants.

MANAGEMENT INFORMATION SYSTEM, MONITORING AND COMMUNICATION RESEARCH

Observations

For better implementation of communication programmes, an effective management system is an essential prerequisite. Management of day to day activities requires immediate improvement. On job supervision and guidance are needed for the field staff for their difficulties on the spot.

There is need to provide communication task guidance manuals. Communication Officers should prepare yearly calendar of activities for specific block and district programmes. Supervisors must check that the follow-up of cases are strictly carried out by the workers.

Communication planning as well as monitoring is defective for lack of feedback. Information and data on effectiveness of communication and on reach of media activities are not available. Impact of radio programmes and usefulness of mailers and leaflets are also not known.

Credibility of messages as well as reach of media must be investigated. So also the nature and activities of health workers and their credibility with the people. Outmoded media materials should be weeded out from time to time.

Suggested Actions

1. An Expert Group may be constituted at the National level to work out a detailed plan of Management Information System related to communication activity. A national workshop should be arranged before such a management system is implemented.
2. At State headquarters a Communication Management Information, Monitoring and Research Cell should be established. This cell should be headed by a communication management and research expert, assisted by research officers and investigators. The functions of this cell should be:
 - a. To monitor of communication activities;
 - b. Develop management system;
 - c. Develop community profile and action plan;
 - d. Conduct media and communication studies;
 - e. Collect data and interpretation of feedback; and
 - f. Coordinate between State and Central media agencies.
3. Activities planned in the calendar should be carried out as scheduled. A system should be established so that DEMOs and Dy.DEMOs regularly check the schedule of activities. They must go on tour for 20 days a month and stay for four days at each PHC and provide guidance to PHC staff.
4. Each State should develop manuals on communication tasks to be performed by each category of worker. Guidance and guidelines should be provided by the Centre to ensure uniformity in the preparation of these manuals.

At each district, the yearly calendar of activities of the Action Plan should be prepared and discussed at a meeting with the Collector, District Medical Officer, DEMOs and other representative of Zila Parishad Publicity and

Welfare Departments. These should also be discussed in a meeting at the State Communication Office. On the basis of Action Plans, performance of each PHC should be reviewed periodically.

MASS MEDIA ACTIVITIES

Observations

The elitist look and ad hoc approach to mass media should be discouraged giving way to local needs and relevance with local culture. There is urgent need for innovation of ideas and to give a fresh look to mass media. More and more traditional media should be used. More Health Education Campaigns should be arranged. Since media production is costly, judicious media mix be used in each of the district activities. Properly pre-tested materials should only be reproduced.

Suggested Actions

1. State MEIOs should develop two to three types of portable exhibition sets and audio-visual aids every year for use in district and block programmes. These should be systematically pre-tested.
2. Short duration, low budget feature films, based on local issues be developed. More films should be made available for frequent shows in rural areas.
3. Departmental periodicals should act as on job guides for workers and help them solve their technical problems.
4. For proper utilisation of manuals and other mass media material such literature should be mailed direct to the communication staff.
5. To improve programme image, there should be more press coverages. Press-releases and advertisements should be issued in local newspapers from time to time.
6. State level competitions on media, and messages and slogans be conducted so that an 'Idea Bank' is created at the State headquarters.
7. At district levels, traditional folk troupes be identified and encouraged to participate in cultural programmes.

8. Taking note of the long-term advantages of campaign approach adequate emphasis should be given on conducting of campaigns from time to time.

9. More extensive health education campaigns should be conducted with proper mass media support.

10. The Audience Research Cells of AIR stations should be strengthened.

A.V. AIDS

Observations

Interpersonal motivation and group meeting remain mostly restricted to verbal communication. Workers must be encouraged to use A.V. aids. Without the use of educational aids misconceptions are likely to persist. Unless A.V. aids are used in teaching class room workers will not be convinced of their usefulness. Therefore, successful use of aids must be demonstrated in their actual field situation.

Suggested Actions

1. At the State level, a new set up is needed to develop design and reproduce educational aids for various category of workers in adequate numbers.

2. These A.V. aids production centre should have technical staff as well as equipment and sufficient funds to undertake massive reproduction of educational aids.

3. The supervisors must develop a system to check that workers use A.V. aids in their field duties.

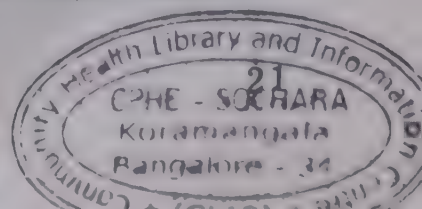
EXTENSION EDUCATION ACTIVITIES

Observations

The participation of voluntary agencies and of the community is the most urgent need. Extension education work is being done in a very perfunctory manner. Credibility of workers, media, messages and of the programme has to be re-established firmly. Rumours should be counteracted quickly and hard-core pockets should be reached with the involvement

PH-100

15232



of more credible leaders of the community.

The supervisors must solve on-job difficulties of workers and guide them regularly. Mass media messages through radio broadcast etc. and extension activities should go hand in hand. Monitoring and supervision of local activities should be carried out by supervisors personally. Mobility and reach of Block Extension Educators should be increased considerably.

Suggested Actions

1. All Block Extension Educators must prepare community profiles of their areas.
2. Block Extension Educators should prepare lists of voluntary organisations and involve their representatives in planning of activities.
3. Real leaders of the community should be identified and should be involved in the programme.
4. To start with, the District/Dy. District Extension Media Officers, instructed to provide guidance and training to staff at their actual field of work through T. & V. techniques.
5. Along with family planning targets, health workers be given community activity targets in terms of the number of home visits, group talks, poster pasting, wall writing, etc.
6. Block Extension Educators should be provided with tape-recorders and cassettes for recording and relaying successful broadcast programmes to villages.
7. BEE, DEMO/Dy. DEMO should be provided with motorbikes and battery operated film projectors.

COMMUNICATION TRAINING ACTIVITIES

Observations

Training is regarded as a sound investment in manpower development. Keeping in view the heavy emphasis on motivation/persuasion strategy, there is need to take up a massive continuing education and training programme of communication for all health and family welfare functionaries at medical, nursing and other training institutions. Vigorous training

activities on the planning, management, monitoring, media development and evaluation aspects are immediately needed. There should exist proper coordination between communication programmers and communication trainers in each State.

It is observed that existing communication functionaries by and large have neither academic training nor have they been exposed to inservice training in communication. Therefore, the proposed communication training should bring about professionalisation of the work of communication officers at all levels.

There is a need to shift from class room teaching to field based training. Field based motivational training should improve the persuasion capacity of workers and enhance the quality of extension activities. At block and district levels, training is needed in the preparation of inexpensive A.V. aids as well as in proper and systematic use of mass media such as film shows, exhibition etc.

The Health and Family Welfare Training Institutions (Regional and Central) should be reoriented and equipped with suitably trained staff for conducting communication courses.

Suggested Actions

A. It is necessary to issue general instructions to all training institutes as follows:

1. Contents of area of communication should be increased considerably in the existing curricula in all inservice courses conducted by health and family welfare training institutions.
2. In the pre-service educational programmes of medical and nursing institutions, communication topics should be introduced with necessary details.
3. The method of teaching of extension education should be supplemented from the classroom to the field based teaching approach. The use of A.V. aids should be made mandatory (compulsory in all teaching sessions). In the field training exercises, demonstration of successful use of A.V. aids should be made essential.
4. Contents of training should be such as would meet the needs of programme administrators. Communication

programmes and training faculty should have close coordination.

5. In order to make training need-based, which aims at increasing the competence of communication workers, the existing curriculum of each category of workers and their job functions should be analysed critically.

6. A core communication training expert group should be formed to look into:

- Long-term professional courses
- Development of a chain of communication training institutions
- Standardisation of curriculum and work out a distance training approach.

7. There is immediate need to establish a communication training department in all CTIs. If necessary, the faculty should be sent abroad for training.

B. Certain specific activities to be taken on the part of HFWTCs and CTIs are recommended as follows:

Specific to Health and Family Welfare Training Centres

1. The status and designation of HFWTC faculty should be made higher to that of DEMOs.
2. A senior post of Communication Lecturer should be created to act as Vice-Principal of HFWTC.
3. The HFWTC at the State headquarters should work in close coordination with the State MEIO; it should also be developed as an A.V. aids resource centre for that State.
4. The existing faculty, i.e. H.E. Extension Officers, Extension Educator, Social Science Instructor should be trained on conceptual and skill-oriented aspects of communication.

Each one of the above faculty should be made a specialist to impart training on one of the subjects suggested below:

- Communication planning and management;

- Extension education;
- T & V (training and visit) technique;
- A.V. aids and mass media;
- Feedback and media research.

5. Media technicians (Artists, Photographer, Projectionists) should be trained on communication, developing of themes designing of A.V. Media, and pretesting. They should be utilised in regular HFWTC training courses.

6. Separate communication training courses should be conducted for private medical practitioners, practitioners of indigenous system, office bearers of welfare and development agencies.

Specific to Central Training Institutes

1. There is urgent need to establish a fulfledged Department of Communication in all CTIs in the immediate future.
2. The proposed department should have a media lab and field area for demonstration and pretesting exercises with necessary supportive technical staff.
3. Each CTI should be given one communication topic to develop and standardise one teaching module related to that topic for the training of BEE and DEMOs during the next one year. The suggested modules are for topics listed as in B-1(4).
4. As an immediate action, CTI should arrange short duration Workshop on Planning and Media Development for the State officers.
5. In future CTIs should develop small workshops and prepare working guidelines on important media tasks such as:
 - Systematic procedure of conducting filmshows
 - Planning and running of exhibitions
 - Planning and conducting of campaigns
 - Pretesting of media materials etc. etc.

C. National Communication Training and Resource Centre

1. One of the CTIs be developed as an apex Communication

Training and Resource Centre. Besides training, it should have research and media developments as its primary objectives. It should be well equipped with specialist faculty, media and field area lab with suitable technical staff and equipment.

The functions of the National Communication Training and Resource Centre should be:

- To provide professional training to State communication officers
- To train CTI faculty on communication
- To provide training on planning of State communication programmes
- To develop long-term communication training courses
- To provide technical skill-oriented courses on specific mass media
- To arrange courses on conducting communication and media research; and
- To develop and standardise teaching modules.

D. *Suggested Areas of Improvements in Existing Training Courses of Various Category of Workers in Communication*

In the existing training curricula, the following educational inputs are recommended:

Dais

- More emphasis on motivational techniques;
- Field based training with demonstrations for clearing mis-conceptions, rumours and doubts;
- Building rapport with the community; and
- Use of aids in their work to be insisted upon.

Health Guide (CHV)

- Emphasis on group approach, interpersonal motivation and winning the confidence of the people.
- They should be made conscious of their role as health educators.

Multipurpose Workers (Health Workers (Male/Female))

- Increase in present duration of training by two more weeks
- A separate field based training on communication skills and interpersonal contacts as applied to health & family welfare problems of the community;

- Special short-term training on supervision and management of communication activities; and
- Practical training on preparation and use of self made audio-visual aids.

Medical Officer (PHC)

- Adequate training in planning, management and coordination of communication activities. It should be well defined in the training curriculum. More time to be allocated for communication topics in training curriculum

Block Extension Educator

- Training to increase capabilities and skills in independent management of communication programme independently at the block level;
- Planning of activities in consultation with other local agencies and coordination with other development efforts;
- Preparation of detailed area profiles and records and also identification of local unmet needs and real leaders of the community;
- Conducting of campaigns and pooling of local resources; organising of Health Day, Special Fortnights, OT Camps, etc;
- Preparation of talking points, themes and development and use of audio-visual aids on specific topics;
- Assessment of follow up activities and programme of each workers;
- Methods of individual persuasion ability to carry out case studies and contain rumours;
- Objective evaluation of communication activities and reporting of feedback;
- Providing techniques of group work, group dynamics and knowledge on adult learning and act as trainer of field staff; and

- Conducting mass meetings and briefing groups.

ANM/LHV and Public Health Nurses

- Emphasising importance of communication, motivation techniques, barriers of communication etc.

District/Deputy Extension and Media Officers

- Besides the existing two months orientation training they should be sent for short-term training courses on solving field-based problems of workers.
- There is need for long-term professional communication training for DEMOs.

District Medical/Health Officers

- Planning and management of district communication programmes and coordination of activities be expanded in their existing training.
- Separate workshops be arranged from time to time the Central Training Institutes on planning of communication programmes, scheduling of calendar of activities, coordination with other welfare agencies; public cooperation and importance of communication for them.

State MEIO

- They need high professional training on systematic process of planning of communication programme, management of activities, media preparation skills, application of media mix, and evaluation and feedback of communication programmes.
- CTI should arrange workshops on topics of Media and Communication Planning from time to time.

Media Technicians: (Exhibition, AV Officers, Artists, Photographers, Editors and Technical Officers)

- Special training courses on specific aspects of media planning, designing, pretesting and reproduction techniques are urgently needed

Projectionists and AV Technicians

- Training on repair and maintenance of A V equipment as well as systematic operational technique of A V equipment. HFWTCs with State A V Officer should arrange short courses.

National Advisory Board on Communication

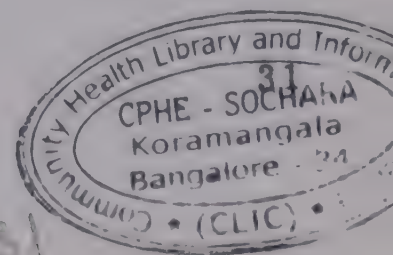
There is urgent need to form a high powered national level Advisory Board on Communication to give advice and guidance to the Central Government on new communication strategies, and national companies related to health and family welfare programmes. The Board may have experts on it from the Government and outside. It may report to the Union Health and Family Welfare Ministry.

ANNEXURE I

LIST OF PARTICIPANTS

Mr. A.C. Johri	Audio-Visual Officer of Hygiene and Public Health 110 Chittaranjan Avenue Calcutta
Shri A.M. Das	Deputy Extension Media Officer Shivpuri (Madhya Pradesh)
Shri Ajit Singh	Block Extension Educator Chandigarh Punjab
Shri A.P. Shome	Department of Family Welfare Nirman Bhavan
Shri B.L. Sharma	District Extension Media Officer Gwalior Madhya Pradesh
Mr. B.S. Bhatt	Education and Information Officer District Panchyat Jamnagar Ahmedabad
Dr. B.C. Ghoshal	Director Central Health Education Bureau Kotla Road, Temple Lane New Delhi
Dr. D.Y. David	District Family Welfare Maternity and Child Health Officer Thanjavur Tamil Nadu
Shri D.N. Issar	Central Health Education Bureau Kotla Road, Temple Lane New Delhi

Shri D.S. Rathi	District Extension Media Officer Rohtak Haryana
Shri D.P Kute	Health Education Extension Officer Pune
Mr. G.Tharanisingarajan	Gandhigram Institute of Rural Health and Family Welfare Trust Ambathurai Railway Station P.O. Ambathurai R.S. Distt.Madurai, Tamil Nadu
Prof. I.C. Tiwari	Department of Preventive and Social Medicine Institute of Medical Science Banaras Hindu University Varanasi, U.P.
Mr. I.H. Revankar	District Health Education Officer Directorate of Health and Family Welfare Services, Mysore
Shri I. Rama Mohan Rao	Chief (Media) Department of Family Welfare Ministry of Health and Family Welfare Nirman Bhavan, New Delhi
Shri J.L. Saaz	Department of Family Welfare Ministry of Health and Family Welfare, Nirman Bhavan New Delhi
Mrs. K.M.S. Annapurna	Health Education Instructor Health and Family Welfare Training Centre Kurnool
Mr. M.G. Akki	Social Science Instructor Health and Family Welfare Training Centre Bangalore



PH-100
15222 231

Miss Meera Desai

Instructor
Family Welfare Training and
Research Centre, 4th Floor
Haji Ali
Bombay

Dr. M.D. Saigal

D.D.G. (RHS)
D.G.H.S.
Ministry of Health & Family
Welfare, Nirman Bhavan
New Delhi

Prof. N. Bhaskar Rao

Director
Operations Research Group
33 Community Centre
Basant Lok
New Delhi

Shri S.K. Sinha

C/o Regional Officer
Directorate of Field Publicity
Government of India
Patna

Shri S.K. Mohanty

Block Extension Educator
Primary Health Centre
Pastikadi, Kalahandi
Orissa

Mr. Jeoffery Salkeld

Project Development Specialist
(Communication) UNDP
55- Lodi Estate,
New Delhi

Mr. K. Sugathan

Technical Officer
S.H.E.B.
Trivandrum

Mr. M.M. Handa

State Media and Information
Officer, Directorate of Health
and Family Welfare
Srinagar (J.&K.)

Shri N.R. Yadav

Dy.Asstt.Commissioner(E)
Department of Family Welfare
Nirman Bhavan
New Delhi

Shri P.N. Misra	Extension Officer(FW) All India Radio New Delhi
Shri R.K. Bararoo	Dy. Director Song and Drama Division Delhi
Smt. Sarala	Block Health Educator Primary Health Centre Yelawala, Mysore
Mr. S.C. Parida	Health Education Officer Directorate of Family Welfare Bhubaneswar
Mr. S.P. Nigam	State Mass Education Information Officer Bhopal (Madhya Pradesh)
Mr. Sarbeshwar Sarma	District Extension and Media Officer Dist. Sibsagar Assam
Shri U.S. Misra	Department of Family Welfare Ministry of Health and Family Welfare, Nirman Bhavan New Delhi
Shri Thru V. Namadevan	Deputy Director State Family Welfare Bureau Madras
Mr. V.P. Thakkar	Health Education Instructor Regional Health and Family Welfare Training Centre Rajkot Ahmedabad
Shri V.N. Kakar	Consultant (Communication) UNFPA, 55-Lodi Estate New Delhi
Shri Sunder Singh Shagufa	Deputy Mass Education and Information Officer D.H.F.W., Chandigarh Punjab

Prof. Subroto Banerjee	Indian Institute of Mass Communication N.D.S.E.Part II New Delhi
Prof. T.V. Rao/ Prof.L.Bhandari	Indian Institute of Management Ahemadabad
Mr. Y.P. Chopra	C/o Regional Officer Directorate of Field Publicity Government of India Jaipur

National Institute of Health and Family Welfare

Prof. Somnath Roy	Director
Prof. P.P. Talwar	Department of Statistics and Demography
Dr.(Mrs.) S. Bhatnagar	Department of Community Health Administration
Dr. D.C. Dubey	Department of Social Sciences
Shri V.R. Naik	Department of Communication
Dr. R.S. Gupta	Department of Management Sciences
Shri D.H. Nath	Department of Education and Training
Shri Greesh Mathur	Department of Communication
Shri B.B.L. Sharma	Department of Statistics and Demography
Shri P.K. Jain	Department of Statistics and Demography
Shri M.K. Ray	National Documentation Centre
Shri A.D. Tripathi	Department of Communication
Shri S. Pramanik	Department of Communication

ANNEXURE II

PROGRAMME

DAY I - MONDAY, AUGUST 10, 1981

9.00 A.M. Registration of Participants - ACADEMIC BLOCK

10.00 A.M. Inauguration - DISPLAY HALL

Welcome Prof. Somnath Roy
Director, NIHFV

Opening - Smt. Serla Grewal
Remarks Additional Secretary
Ministry of Health & Family Welfare

- Shri S.S. Sidhu
Secretary
Ministry of Health & Family Welfare

Inaugural Shri B. Shankaranand
Address Union Minister for Health and
Family Welfare

Vote of Shri V.R. Naik, Head, Deptt.
Thanks of Communication, NIHFV

11.15 A.M. T E A

12.00 Noon PLENARY SESSION I - TEACHING BLOCK

Chairman: Prof. Somnath Roy
Rapporteurs:

WORKSHOP - Objectives, Methodology and Programme
- Shri V.R. Naik

1.00 P.M. L U N C H B R E A K

2.00 P.M. PLENARY SESSION II

Chairman;
Rapporteurs;

An Overview of Communication Programme in
Health and Family Welfare

-Shri N. Natarajan, Joint Secretary
Ministry of Health and Family Welfare

Communication Activities in Health and
Family Welfare - Some Observations

- Shri V.R. Naik

3.15 P.M. T E A

3.30 P.M. Discussion

DAY II - TUESDAY, AUGUST 11, 1981

9.30 A.M. PLENARY SESSION III

Chairman:
Rapporteurs:

Topic I - Communication Needs and Planning of
Strategies

- Chief Discussant - Dr. D.C.Dubey

Topic II -Infrastructure, Management and Moni-
toring of Communication Programme

-Chief Discussant --Dr. P.P. Talwar

11.00 A.M. T E A

11.15 A.M. Group Work

Topic I

Group A

Chairman:
Rapporteurs:
Resource Persons:

Group B

Chairman:
Rapporteurs:
Resource Persons:

Topic II

Group A

Chairman:
Rapporteurs:
Resource Persons:

Group B

Chairman:
Rapporteurs:
Resource Persons:

1.00 P.M. L U N C H B R E A K

2.00 P.M. Group Work continues

3.15 P.M. T E A

3.30 P.M. Group Work - Formulation of Recommendations

DAY III - WEDNESDAY, AUGUST 12, 1981

9.30 A.M. PLENARY SESSION IV

Chairman:
Rapporteurs:

Topic III - Communication Training and Manpower
Needs at Various Levels
-Chief Discussant - Shri D.H.Nath

Topic IV - Extension Education and Requirements
of Mass and Audio-visual Media
-Chief Discussant - Shri V.R. Naik

11.00 A.M. T E A

11.15 A.M. Group Work

Topic III

Group A

Chairman:

Rapporteurs:

Resource Persons:

Group B

Chairman:

Rapporteurs:

Resource Persons:

Topic IV

Group C

Chairman:

Rapporteurs:

Resource Persons:

Group D

Chairman:

Rapporteurs:

Resource Persons:

1.00 P.M. L U N C H B R E A K

2.00 P.M. Group Work continues

3.15 P.M. T E A

3.30 P.M. Group Work - Formulation of Recommendations

DAY IV - THURSDAY, AUGUST 13, 1981

PRESENTATIONS OF GROUP REPORTS

9.30 A.M. PLENARY SESSION TOPIC I

Communication Needs and Planning of
Strategies

Chairman:
Rapporteurs:

11.00 A.M. T E A

11.15 A.M. PLENARY SESSION TOPIC II

Infrastructure, Management and Monitoring
of Communication Programme

Chairman:
Rapporteurs:

1.00 P.M. L U N C H B R E A K

2.00 P.M. PLENARY SESSION TOPIC III

Communication Training and Manpower Needs
at Various Levels

Chairman:
Rapporteurs:

3.15 P.M. T E A

3.30 P.M. PLENARY SESSION TOPIC IV

Extension Education and Requirements of Mass
and Audio-visual Media

Chairman:
Rapporteurs:

DAY V - FRIDAY, AUGUST 14, 1981

9.30 A.M. Finalisation of Reports by Chairmen, Rapporteurs,
and Resource Persons of all the Four Groups

11.15 A.M. T E A

11.30 A.M. PLENARY SESSION V

Observations and Recommendations of the Workshop

Chairperson	Smt. Serla Grewal
	Additional Secretary

Rapporteur	Shri Greesh Mathur
------------	--------------------

1.30 P.M. L U N C H B R E A K

3.00 P.M. VALEDICTORY SESSION

MEMBERS OF WORKSHOP PLANNING GROUP

- | | | |
|----|---|----------|
| 1. | Dr. Somnath Roy
Director, NIHF | Chairman |
| 2. | Dr. P.P. Talwar, Professor and Head
Department of Statistics and Demography | Member |
| 3. | Dr. (Mrs.) Rita Sapru, Professor and Head
Department of Community Health Admn. | Member |
| 4. | Dr. D.C. Dubey, Assoc. Professor and Head
Department of Social Sciences | Member |
| 5. | Shri D.H. Nath, Asstt. Professor
Department of Education and Training | Member |
| 6. | Shri Greesh Mathur, Asstt. Prof. and Editor
Department of Communication | Member |
| 7. | Shri A.D. Tripathi, Sub-Editor
Department of Communication | Member |
| 8. | Shri B.B.L. Sharma, Research Officer
Department of Statistics and Demography | Member |
| 9. | Shri V.R. Naik, Assoc. Professor and Head
Department of Communication | Convenor |

SPECIAL INVITEES TO THE PLANNING GROUP

1. Shri R. Natarajan, Joint Secretary
Ministry of Health and Family Welfare
2. Shri N. Bhaskar Rao
Operations Research Group, New Delhi
3. Shri V.N. Kakkar, Ex-Chief (Media)
Ministry of Health and Family Welfare

4. Dr. P.N. Mathur, Dean, Agriculture Extension,
Indian Agriculture Research Institute, New Delhi
5. Dr. M.D. Saigal, Dy. Director General
Rural Health Services, DGHS, New Delhi
6. Prof. Subroto Banerjee, Prof. of Advt. and PR
Indian Institute of Mass Communication, New Delhi

TEAMS FOR SURVEY OF COMMUNICATION ACTIVITIES

<u>State</u>	<u>Name of Member</u>
Punjab and Himachal Pradesh	Shri Greesh Mathur Shri H.B. Chanana
Bihar	Shri D.H. Nath Shri A.D. Tripathi
Madhya Pradesh	Shri P.K. Jain Shri B.B.L. Sharma
Maharashtra	Smt. Sita Garg Shri S. Pramanik
Tamil Nadu	Smt. M. Kataria Shri S.C. Bhandari

STATUS PAPER ON COMMUNICATION IN THE HEALTH AND
FAMILY WELFARE PROGRAMME - SOME OBSERVATIONS

Compiled by: Shri V.R. Naik, Associate Professor and Head
Department of Communication

Assisted by: Shri Greesh Mathur, Asstt. Professor & Editor
Shri P.K. Jain, Research Officer
Shri B.B.L. Sharma, Research Officer
Shri S. Pramanik, Sub-Editor

